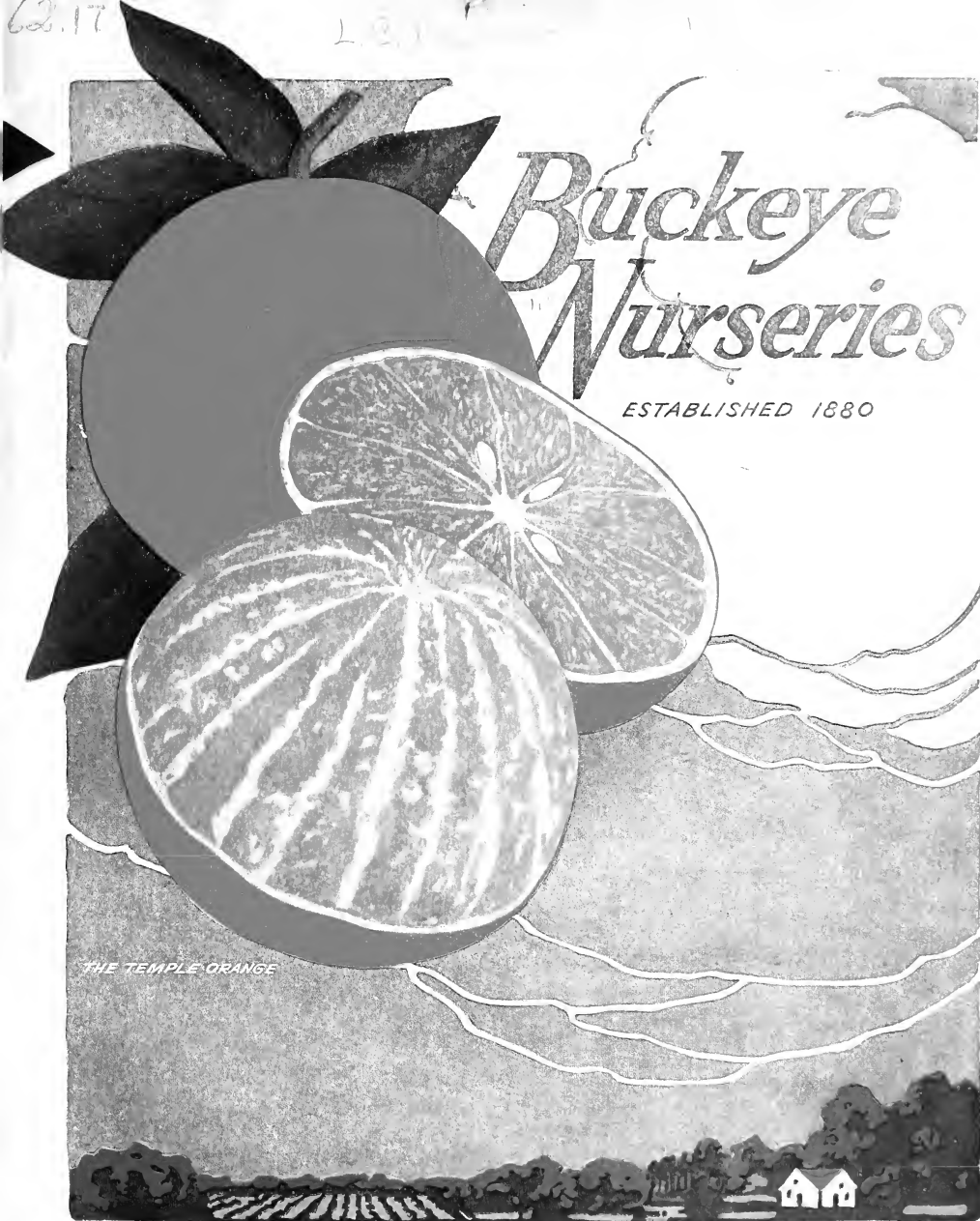


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Buckeye Nurseries

ESTABLISHED 1880

THE TEMPLE ORANGE

Largest Exclusively Citrus Nurseries in the World
TAMPA, FLORIDA



WILLIAM CHASE TEMPLE

THE splendid work of Mr. Temple for the citrus industry of Florida is a matter of history. To the organization of the growers of the state for mutual benefit and protection, in a period of stress and storm, he contributed notably, in ability, money, and time.

No greater tribute could we pay to the memory of Mr. Temple than in naming this wonder orange in his honor, and, for all time to come, the Temple Orange

will be a monument to his memory—more useful, and correspondingly more lasting, than bronze or marble.

Buckeye Nurseries are proud to be privileged to contribute in this manner to the perpetuation of Mr. Temple's name, as they feel that, perhaps, their greatest service to the citrus industry of Florida and the Gulf Coast section of the South will be rendered through the introduction of the Temple Orange.

*These pictures show
the root systems of
Buckeye trees*



DESIGNED BY THE THOMAS ADVERTISING SERVICE, JACKSONVILLE AND TAMPA, FLORIDA

OCT 29 1920

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LARGEST EXCLUSIVELY CITRUS NURSERIES IN THE WORLD

Buckeye Nurseries

Established
1880

TAMPA, FLORIDA

First Edition, December, 1919. Second Edition, November, 1920

THE PARENT TREE OF THE TEMPLE ORANGE

THE photograph of the parent Temple tree from which has been reproduced this engraving was made during the 1919 session of the Florida State Horticultural Society, held in Orlando.

Among the prominent growers shown in the picture, who evidenced their interest in the Temple orange by making a trip to the grove in which the parent tree stands, may be mentioned the following:

Dr. J. H. Ross, C. E. Stewart, Jr., L. B. Skinner,
S. C. Warner, W. J. Krome, Edgar A. Wright, D. S.
Borland, Dean J. C. Glass, H. S. McQuarrie, F. M.
O'Byrne, W. F. Miller, W. S. Hart, Arthur H. Brown,

S. F. Poole, J. W. Sample, R. F. Walker, Louis Geiger,
Fred D. Waite, C. W. Townsend, H. J. Wilmhurst,
A. C. Starbird, L. A. Hakes, J. H. Sadler, S. C.
Inman, E. H. Bullum.



The Temple Orange

A NEW, different, and better variety.

The orange of the future of the citrus industry, by reason of its great superiority.

Different in outer appearance, unique in internal characteristics, and distinctive in flavor.

Attractive and beautiful, superior in eating quality, surpassing in juice content, and unequalled in keeping capacity.

First offered by the world's largest citrus nurseries, which have exclusive rights of propagation and sale.

Sale of trees restricted, so far, to Florida and the South, and the growers of this section will be given privilege of exclusive control of this wonderful orange—orders from California, Cuba, and Mexico have been refused.

This unusually deep color is an exact reproduction of the color of the Temple orange.

The Temple Orange—History and Origin

THE history of this new orange is a simple one, but its origin is a mystery.

When first brought to our attention by the owner, the parent tree was producing fruit of a most distinctive character.

Our tests of the oranges convinced us they were very superior, and our judgment was confirmed by all to whom were sent specimens.

So great was our assurance of the value to the citrus industry of the new introduction that we arranged with the owner for exclusive rights in fruit and budwood.

We informed him that before we could offer the new orange to our customers we must know beyond all question that budwood from the original tree would positively reproduce itself.

Of course, it has taken several years to conduct our

experiments, but these have been most conclusive in their results—trees topworked and budded with budwood of the new variety have been loaded with fruit exactly the same as that on the original tree.

With the records of these experiments demonstrating absolutely that budwood from the parent tree reproduces every characteristic of it, we undertook the propagation of this remarkable orange on an extensive scale and have devoted our energies largely thereto for the past few years.

The parent tree was planted at the same time as the remainder of the grove in which it stands. The fruit is entirely different from that of any of the other trees. It is supposed to be either a hybrid or an exceptionally fine bud variation. The parent tree is twenty years of age.

"The \$10 a Box Fruit"

So enthusiastic are many growers who have seen the Temple orange that they refer to it as "the \$10 a box fruit."

The head of perhaps the greatest fruit auction in the world, when ordinary Florida oranges were selling at from \$2.75 to \$3.50 a box, said he would guarantee \$10 a box for Temples by the carload.

It is admitted by all who have tasted the Temple orange that it is better to eat than any other Florida variety. In addition, it has all the advantages of appearance possessed by even the most beautiful of Florida or California oranges. The combination of fine eating quality and good looks is irresistible to the orange consumer.



*The texture of the
Temple is notable.*

What the Temple Orange Means to Growers

IT is in the possession of the combination of "key" qualities that the Temple orange offers so much to growers who plant trees of it in their groves.

Citrus fruit sells in the first instance on its appearance. It has been by reason of the good looks of California oranges that they became so widely distributed. "Sunkist" suggests outer glories. The Temple is as pretty as any California variety.

But the continued buying of oranges by a housewife depends on their eating qualities. That the Florida product is superior in this respect accounts for the increasing demand. "Sealdsweet" indicates inner goodness. The Temple is better to eat than any other Florida kind.

These two dominant qualities are combined with all the other elements that go to make an orange that

will sell freely and keep on selling. The Temple's season, its thin skin, its keeping qualities—all are added advantages. This new orange offers about everything found in all other kinds.

That's why, when ordinary Florida oranges were selling at from \$2.75 to \$3.50 per box, the head of perhaps the greatest fruit auction in the world said he would guarantee \$10 a box for Temples. That's why every grower who has tried the Temple asks, "When can I get some trees? Book my order for future delivery." That's why the wide dissemination of the Temple orange among Florida growers means a new era of prosperity for them. That's why, in offering the Temple orange to our friends, we feel that we are rendering the citrus industry a service typical of our efforts for its good.



The Temple Described

THE outer appearance of the Temple is made distinctive by a slight ridging of stem.

In shape it somewhat resembles the Florida round orange. It has remarkable uniformity of size, a large percentage running 150's to 176's.

The skin is semi-loose, not so much as with tangerines, but enough to make it easily peeled without soiling the hands. Very thin and tough, the skin is smooth and susceptible of a high polish.

A dark red color gives a most attractive appearance. The perfection of this color is emphasized by comparison with Pineapple oranges, themselves very highly colored fruits. The flavor is "simply wonderful," to quote almost everyone who has eaten a Temple. Aromatic, sprightly, yet melting and sweet, the taste is delicious and lasting.

The parent tree of the new Temple orange.

Why We Selected the Name "Temple"

WHILE "A rose by any other name would smell as sweet," after all, there is a good deal in a name.

When we reached the selection of one for this wonderful new orange, we determined to exercise great care.

A number of names were suggested by members of our business organization and by friends who knew about the splendid new fruit, and all were considered.

From the first, however, it seemed as if one of the names suggested had so much to commend its choice that there was every reason for the adoption of it, and finally it has been selected—Temple, in honor of the lamented William Chase Temple.

In a way, the giving of the name Temple to the new orange was poetic justice, because it was Mr. Temple who first was advised by the owner of the parent tree

as to the splendid fruit it produced, and the former urged him to place the propagation and marketing in our hands.

In a broader sense, the selection of the name appropriately does honor to a man to whom the citrus industry of Florida owes much. For it is largely due to the way in which William Chase Temple backed the Florida Citrus Exchange with his time, money, and influence, that the citrus industry of the state is on a stable basis.

The father of the Exchange, the late Dr. F. W. Inman, we honored by giving his name to the best variety of grapefruit yet introduced. We have had equal pleasure in attaching to the magnificent new orange the name of William C. Temple. These fruits are tribute-monuments to their memory.

Temple Characteristics

THE Temple is better looking than any California orange and better to eat than any other Florida variety.

Uniform and easily separated segments; flesh of a beautiful deep red, tempting to the appetite and pleasing to the eye; abundant juice, evenly distributed; less seeds than in most budded varieties—these are its characteristics.

The Temple is a midseason to late orange. It is in fair shape for market by January but best from February to May, when it can be sold as a "kid-glove" orange, for which the demand never fails.

A great advantage of the Temple is the keeping quality. Both in ordinary fruit-cellars and in cold storage it has made remarkable records in this respect. The aroma and flavor improve the longer the fruit is kept.



Reproduction from the parent tree of Temple.

Interest of Growers in the Temple

WITH very little advertising, the Temple has become one of the best-known oranges in Florida. As one grower has learned of it, he has told others, and they, in turn, have passed on the word of this remarkable new variety, until the news of its merits has penetrated every section of the citrus belt.

As the parent tree is located but a few miles from Orlando, it was but natural that when the State Horticultural Society met there its members in large number should take advantage of the opportunity to see this tree. A picture showing some of the prominent growers who were in the party which made the trip to the Temple tree is given on page one. In an editorial referring to the meeting, the *Tampa Tribune* said:

"The session of the Florida State Horticultural

Society in Orlando last week presented an interesting program to a very large attendance. In addition to the discussions there were many subjects of vital interest to growers. The Orlando meeting included a pilgrimage by automobile to the grove of L. A. Hakes, at Winter Park, where visitors were shown the original Temple orange tree, now about twenty years old.

"The Temple orange today is the sensation of the Florida citrus industry, it being declared by many that it promises to be to Florida what the navel orange has been to California. D. C. Gillett showed the visitors reproductions, grown from budwood taken from the Temple tree, which carried all the dominant Temple characteristics, including the remarkable Temple color, texture, and aroma. The new orange is named in honor of the late William Chase Temple."



Expert Opinions

MR. J. C. CHASE, of Jacksonville: "The Temple's color will attract the eye and the splendid eating qualities bring about a large demand."

Mr. Edgar A. Wright, Editor *Florida Grower*: "The Temple is thin of skin, can be peeled like a navel or a tangerine, and eaten out of hand by breaking segments apart; has few seeds and almost no rag."

Mr. L. B. Skinner, of Dunedin: "I am glad to bear testimony to the great merits of the Temple orange. It is in a class by itself and has many points to recommend it to the man who is planning a grove."

All three of these gentlemen have planted the Temple in quantities.

The Temple orange has a desirable shape.

Sales of Temple Trees Confined to the South

A UNIQUE feature of the sale of trees of the Temple orange by Buckeye Nurseries is that it is confined to the South.

The decision to make this territorial restriction is an expression of the appreciation of Buckeye Nurseries for the splendid support they have received from the citrus industry of the Gulf Coast.

As a practical matter of dollars and cents to the growers of Florida and the South, it is difficult to overestimate the value of this plan, of exclusively selling Temple trees, so much does it mean to the citrus growers of this section.

California long has had two advantages over the eastern citrus belt, in the beauty of her Valencia oranges and the fact that her navels could not be competed with by fruit of that variety grown elsewhere.

The new Temple orange is just as attractive to the eye as any strain, and its eating qualities are superior to those of any other variety, no matter where grown. The fact that for many years at least fruit of the Temple will be marketed only from a restricted area, places the growers of the Temple in a favored position.

No longer than the coming into bearing of the Temple trees recently planted and soon to be planted, will consumers buy competitive oranges because of their better appearance when compared with fruit from Florida and other Gulf Coast states. And as these Temple trees produce the oranges that their owners will market so profitably, because of beauty of outward appearance and inward deliciousness, the Temple will revolutionize the orange industry.

What Growers Say

A. F. WYMAN, Bradentown, Florida:

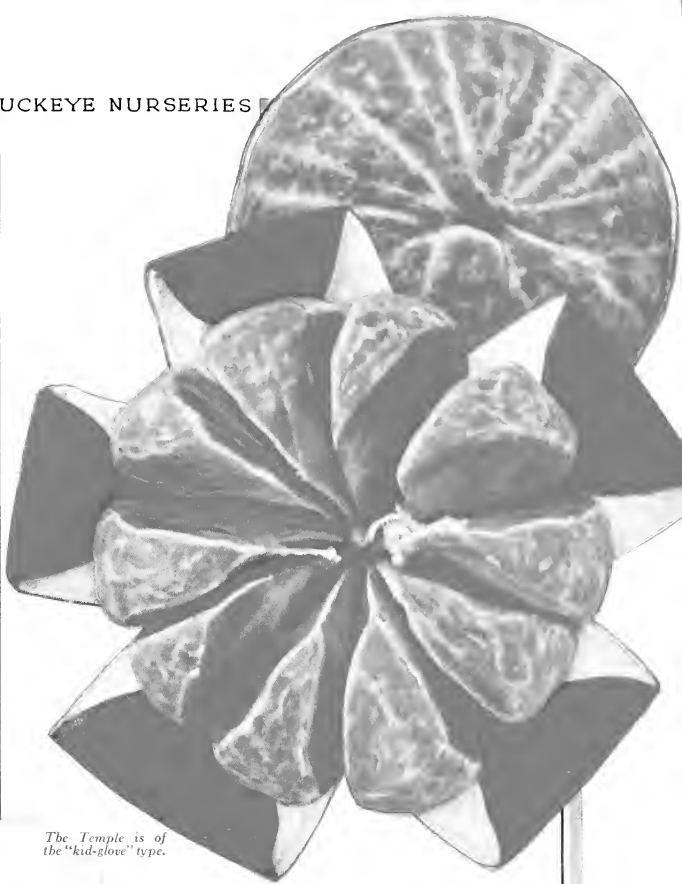
"The size, color, and excellent eating quality of the Temple orange should make it a success."

Mr. and Mrs. L. A. Moore, Stemper, Florida:

"We find the Temple first in every respect of any orange we have ever eaten and consider that it will stand beyond comparison with every other variety."

Eugene O. Fechet, Eustis, Florida:

"In density, flavor, appearance, and in every quality a perfect orange should have, the Temple is simply beyond all comparison. My young trees of it have grown twice as fast as Pineapple oranges planted at the same time."



The Temple is of the "kid-glove" type.

For Our Protection and For Yours

EVERY order for trees of the Temple orange contains a clause binding the purchaser of the trees not to dispose of budwood from them.

This agreement is both for your protection and for ours. We regard it of just as much importance, if not more, from your standpoint as from ours, and believe you will agree with us.

If the propagation and distribution of trees of this new orange are not confined to a single dependable and responsible channel, all sorts and kinds of strains of Temple oranges will be offered within a few seasons.

The fruit of some of these strains, if indeed not that of all of them, except the original from Buckeye Nurseries, will be inferior, and when this poorer stuff is marketed under the Temple name it will have a tendency to lower the prices offered for true Temple oranges.

By the restrictions we are placing on the sale of Temple budwood, we are endeavoring to, just as far as possible, protect our customers against this condition. You know that the fruit of the true Parson Brown or Pineapple oranges, for instance, does not sell as well as it would if there were none of the false strain in the market. It is important to you that there be only genuine Temple oranges offered.

This agreement providing against the sale of budwood also is for our protection against unfair competition. We not only paid a large sum of money for the original Temple tree, but we have been at great expense in thoroughly testing out this fruit and reproducing it and in propagating trees under conditions which assure us that they are healthy, true to name, and in every way first class.



More Temple Praise

W. F. GLYNN & CO., Crescent City, Florida:
"The sample of Temple orange was of fine flavor and weight."

Cleveland-Florida Grove Co., Cleveland, Ohio:

"It is the sweetest and the most delicious of any orange we have tasted, thin-skinned and peels easier than the ordinary oranges—in our opinion the Temple has all the advantages the Buckeye people claim."

John Kendig, Philadelphia (owner grove in Marion County, Florida):

"The color of Temple is high; the skin smooth; size good. It peels as easily as a tangerine; the segments part easily; the fruit is full of juice, and the flavor is exquisite. I am having a number of trees of the Temple planted in my grove, formerly owned by the discoverer of the Pineapple orange."

Temple trees are prolific bearers.

Beware of All Non-Genuine Temple Trees

THE explanation of our sales plan on Temple orange trees, as given on the preceding page, will make it clear to every reasonable man and woman that the genuine stock can be procured only from Buckeye Nurseries.

And yet we have no doubt that trees of other varieties of oranges will be offered to the public under the Temple name, with the intent to do us harm and to deceive the growers who may be persuaded to purchase them.

Whenever any effort of this kind to trade on the name and reputation of the Temple orange, as covered by our contract and property rights in the premises, comes to our attention, vigorous steps will be taken for the prosecution of the guilty persons.

Any satisfaction we may obtain at law under the

circumstances will be more of a moral victory than otherwise, whatever the damages that shall be awarded to us, since the greater harm already will have been done in the sale of trees of inferior varieties to certain growers.

We urge our friends and customers to protect themselves by refusing positively to buy trees alleged to be of the Temple orange from any source other than Buckeye Nurseries or one of their authorized representatives, and by ceasing to deal with any person or concern falsely alleging to supply Temple trees.

We are propagating trees of Temple just as rapidly as we can, consistent with the well-known Buckeye standards of quality. Get in your orders early and we will make every effort to fill them. Should we be unable to supply you, better book now for another season than risk non-genuine trees.

SPECIAL ORDER SHEET FOR TEMPLE ORANGE TREES

Date _____ 19____

BUCKEYE NURSERIES, Tampa, Florida

Gentlemen: For my account, please enter order for _____ Temple Orange Trees,

on _____ Stock.
(Write R. L. for Rough Lemon, S. O. for Sour Orange, U. Y. D. for Use Your Discretion.)

Find enclosed, \$ _____ Ship by _____
(Write here "Freight," "Express," or "Use Your Discretion.")

When _____
(Write here date on which shipment is to be made.)

☐ This space for full shipping directions, without reference to Post Office address of purchaser.

WRITE PLAINLY
Name _____
Place _____
(Express or Freight Station)
State _____
Via _____

☐ This space for name and Post Office address of purchaser, without reference to destination of shipment. Ladies, please give title, Miss or Mrs.

WRITE PLAINLY
Name _____
St. and No. or P. O. Box _____
Post Office _____
State _____

To protect myself and other purchasers of Temple Orange Trees against the competition of inferior fruit sold under the same name, and to protect you in the right to exclusively propagate and distribute this orange, and in consideration of the fact that you are to supply me the trees ordered above at the special price _____ each, I agree not to sell or give away, or to permit anyone else to take any scions, buds or cuttings from these trees, or from their progeny, for a period of twenty-five years.

I further agree not to sell or give any of these trees away, and in case of disposition of property on which the trees are planted, I obligate myself to make this agreement a condition of the transfer.

(Signed) _____

Explanation of the Order Sheet and Protection Agreement Printed Above

You will note in the order blank herewith a clause binding you not to dispose of any budwood of the trees of the Temple orange or of the trees themselves.

This agreement is both for your protection and for ours. We regard it of just as much importance, if not more, from your standpoint as from ours and believe you will agree with us.

If the propagation and distribution of trees of this new orange are not confined to a single dependable and responsible channel, all sorts and kinds of strains of Temple oranges will be offered within a few seasons.

The fruit of some of these strains, if indeed not that of all of them, except the original from Buckeye Nurseries, will be inferior and when this poorer stuff is marketed under the Temple name it will have a tendency to lower the prices offered for true Temple oranges.

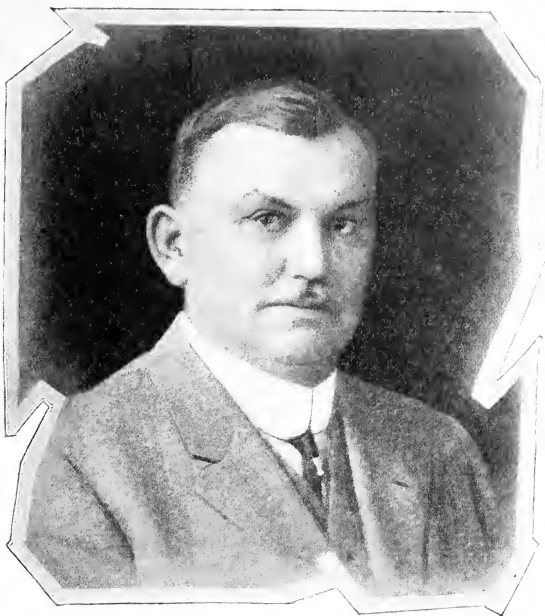
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This agreement providing against the sale of budwood also is for our protection against unfair competition. We not only paid a large sum of money for the original Temple tree but we have been at great expense in thoroughly testing out this fruit and reproducing it and in propagating trees under conditions which assure us that they are healthy, true to name and in every way first class. It is but common fairness and simple justice that all selling rights in the Temple orange should be our property.

Respectfully submitted,

BUCKEYE NURSERIES.





MYRON E. GILLETT

THE senior member of the firm of M. E. Gillett & Son, proprietors of Buckeye Nurseries, has been a familiar figure to the citrus growers of Florida for forty years. Becoming less active physically as the years pass, Mr. Gillett's ideas and ideals, more than ever, are dominant in the great business he founded and developed.

Buckeye Nurseries made their reputation on quality of product and on service to purchasers. Myron Gillett

is just as insistent that these guiding principles of the enterprise shall be observed today as he was when the business was in its infancy. The younger men who are taking his place on the firing-line of production and sales are pleased to have the privilege of following faithfully the example and the precepts of their employer and friend. It is unnecessary to state that this tribute to Mr. Gillett is without his knowledge or consent.



*Interior and exterior
of Buckeye Nurseries
packing house*

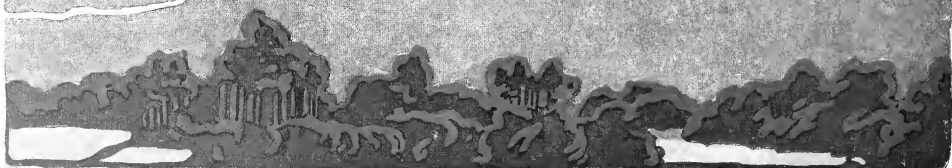


Buckeye Nurseries

ESTABLISHED 1880



MARSH SEEDLESS GRAPEFRUIT



Best Exclusively Citrus Nurseries in the World
TAMPA, FLORIDA